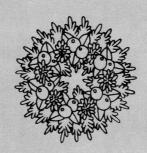




James L. Vadis - President



A Message From The President & CEO



Robert R. Broadbent - CEO

Once again the holiday season is just around the corner and all of us are extremely busy preparing for it. It's important right now for all of us to take a minute and think about what we can do to help our customers through a most important time of year.

Although gift giving is fun, gift buying is often frustrating and time consuming for the customer. The professional approach our customers have grown to expect from Higbee's is needed more than ever at this time of year. A courteous manner, a smile and "thank you" show the customer you appreciate their choice of Higbee's as their Christmas store.

Your extra effort at this time will continue to remind people of Higbee's Christmas heritage and will certainly encourage them to chose Higbee's first for their future pruchases for their home and family.

We would also like to take this opportunity to sincerely thank you for your outstanding efforts throughout 1984, and to wish you and your family the happiest of holidays.

Good Attitude-Makes The Work Place Safer

Care and attitude are two of the most important aspects of your job. They not only have an effect on the way in which you work, but also have a very definite relationship with your mental health.

If a proper attitude is not maintained, poor job performance may result, which could lead to personal injury, inferior products or work, and damaged materials. A worker who thinks "safety" takes the extra time to do a job right.

When you like your job and show concern and a positive attitude, you not only make a better employee but also become a more appreciated person. There is nothing as contagious as enthusiasm.

The care and attitude you display have many effects. It has been proved that people who perform their jobs with a selfassured attitude are more safety conscious, work more efficiently and have a healthier mental outlook.

In addition, housekeeping can be of vital importance in securing on-the-job safety and employee well-being. Tripping accidents can be eliminated if areas are clean, well-lighted and clearly marked. Spills that are cleaned up immediately prevent slipping hazards. Clean storage areas help reduce the risk of slips, trips and falls.

You should develop a habit of cleaning up as your work progresses; this involves disposing of any debris to avoid

accumulation in traffic areas, storing equipment properly, and keeping tools on hooks or racks when they are not in use. Serious accidents can result when tools and equipment are left in traffic areas.

Climbing over equipment to get needed materials, falling off ladders, chairs and boxes, and slipping on steep slopes and stairs can result in serious and sometimes fatal injuries.

Falls are a leading cause of accidental deaths, so it is important to learn how to roll when you fall to prevent a serious injury. Relax and let your arms and legs give like a spring – don't stiffen up. Roll as you land so the energy of the fall changes direction and is used up less harmfully.

Watch for falling, slipping and tripping hazards, such as cluttered stairways, worn, broken or defective ladders, ropes and slings, unsteady or snow and ice-covered platforms, loose material underfoot, and slippery, wet, oily and worn floors and walkways.

Always make sure you have firm footing; take short steps in slippery areas. Avoid carrying anything bulky that will obscure your vision. Don't run up and down stairs; use handrails when provided.

Good safety attitudes make a workplace safer, because workers expect it to be safe and do extra work to keep it that way. Your attitude can make it safer for you!

CHRISTMAS AT HIGBEE'S

It dazzles the eyes of young and old alike . . .

You sense the spirit of the holidays the minute you enter the doors of the Downtown Store and see the glittering chandeliers and the main aisle—oh that main aisle... is there anything comparable?... festooned with its elegant Williamsburg garland and the plush red carpeting... surely this is not just Christmas—it's Christmas at HIGBEE'S!

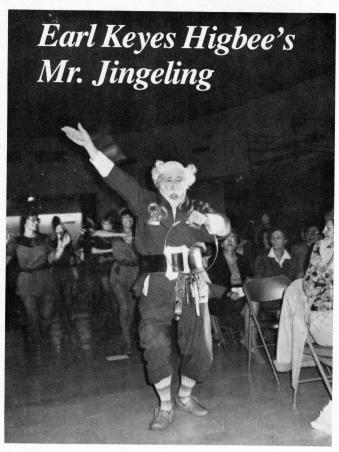
And once you have made your way to the tenth floor—wonder of wonders, a fastastic sparkling castle bedazzles one and all. Is it no wonder why, when thousands of greater Cleveland shoppers think of the holiday season, a visit to Higbee's is a family tradition.

To continue our Employee Appreciation Week slogan "Because of you"... you, our merchants who searched the marketplace for months for the right merchandise — you, our Service Center personnel who marked and delivered the goods to the stores and customers — you, the stock, housekeeping and maintenance associates — you, our wonderful display personnel who set us in our holiday surroundings — you, our advertising staff and finance division personnel — you, our efficient food service personnel — you, our great selling and sales support teams — yes, all of you . . . because of you we present Higbee's holiday gift to the community — HIGBEE'S at Christmas!









The most beautiful Christmas Castle you ever saw is now standing magnificently on Higbee's 10th Floor. Keeper of the keys to the castle is Mr. Jingeling — himself a Cleveland Christmas tradition

Mr. Jingeling was born in 1956 — the brainchild of a Chicago advertising agency who was doing the Christmas catalog of Cleveland's Halle Bros. Store. The concept was a cartoon character with no name except a jingle which told that the character was a locksmith who worked for Santa and who made the keys for the toys which required winding to make them work.

The story goes that Santa Claus lost his keys to the treasure house of toys one Christmas and called upon a locksmith to make a new key, which he did—the treasure house was opened and Santa was able to deliver the toys on schedule—in reward Santa made his locksmith the keeper of the keys—and a legend was born . . . his name, Mr. Jingeling.

When Halle's decided to bring the character to real life, they did it with TV shows and personal appearances. It was a real hit and no respectable Cleveland youngster would be caught without his souvenir key from Mr. Jingeling.

The first one to play the part of Mr. Jingeling was Max Ellis, a Cleveland actor who played the role for eight years. A sudden illness resulting in the death of Ellis put Halle's in a bind, and they immediately sought a new person to take over the role Their first choice was Carl McKay. however, due to the demands of the role with personal appearances and TV commitments, Mr. McKay had to eventually bow out. A man by the name of Earl Keyes had been the director of the Mr. Jingeling Show for years and knew the personality of the character better than anyone

...he was also an actor, so in 1965 Mr. Keyes was given the job and has been Mr. Jingeling ever since.

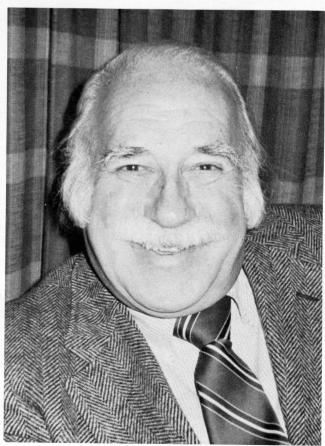
Earl Keyes is a colorful personality in his own right. He is the father of two and grandfather of three. He was a TV director for Channel 5 for 25 years, and now works at Case Western Reserve University in their Audio-Visual Department, "Where we produce all kinds of TV shows for the University," explains Mr. Keyes. "I'm a professional actor by avocation," says Earl, "and I especially love this role. I also play Santa on occasions and am joined by Mrs. Keyes who plays Mrs. Claus. of course. Last year together we helped turn on the lights on Cleveland's Public Square to open the

holiday season . . . a grand occasion."

Asked if any of his grandchildren know who their grandpa really is, he stated that they really have been too young — "but I have one who is 4 now and this is the year he just might figure it all out."

Asked to tell of his personal feelings about his role and the holiday season Mr. Keyes explained, "From where I sit, with my ring of keys, Christmas is in the eyes of the little children I talk to. The whole thing is reflected through the interplay between us. I always accentuate that Christmas is not just a lot of toys, but is really the idea of love and sharing with one another. It's the wonder of Christmas that is really important."

Mr. Jingeling will be seen on local TV in the Cleveland area throughout the holiday season. He will also be making personal appearances at all Higbee's Stores. Most of all he will be guarding the keys to Higbee's beautiful Christmas Castle, and greeting his guests in the Downtown Store.



A Higheeites Point of View

For our holiday issue, we take a change of pace and asked our associates "What was your most memorable Christmas, and what is your favorite holiday tradition."



TIM PAUL
Stock Pool - Downtown

"Probably my most memorable Christmas was last year. It was my first Christmas at Higbee's. The spirit of Christmas was everywhere, and all the holiday trimmings and excitement put me into the Christmas spirit more than I've ever been. I really don't have a favorite Christmas tradition; I just enjoy giving gifts and getting into the holiday spirit."



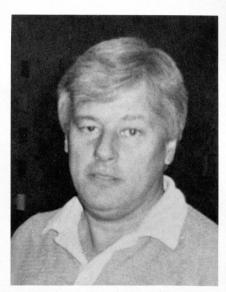
BETTY VELOTTA
Randall Park Mall

"My most memorable Christmas will

be this one coming up . . . it will be my granddaughters first Christmas. Christmas has always been my favorite holiday, even my house has a red and green color scheme!

Each Christmas Eve, my family gathers for a big fish dinner, prepared Italian style. Then we all go to midnight mass. Christmas day we exchange our gifts, eat a spaghetti dinner and enjoy the most beautiful holiday of the year.

The Christmas season is a time when I feel people are more caring, generous, loving and that makes everything so much nicer."



STAN CHAYA Higbee Service Center Furniture Workroom

"Without a doubt my most memorable Christmas was in 1970, the day my daughter, Michelle Holly was born. That evening was really something to remember, we arrived at the hospital at 8 o'clock and she was born 45 minutes later. We got there just in time.

For as long as I can remember we have been spending Christmas eve with my Mother. We eat the holy supper, exchange gifts and go to midnight mass. Christmas day is when we give the kids their gifts and enjoy the holiday."

ON THE JOB AT HIGBEE'S

Marguerite Johnson Gift Wrap Department Supervisor, Downtown



What would Christmas be without beautifully wrapped presents, and what would our gift wrap area be without Marguerite Johnson? Ms. Johnson has been with Higbee's for 20 years, all of which have been spent in the gift wrap area. Needless to say her busiest time is during the holiday season.

During the off season the department stays busy doing a lot of wrapping for large corporations. Marguerite has wrapped gifts for many interesting people including Merv Griffin and Bishop Pilla, who can be counted among her customers. Marguerite enjoys working with and meeting new people and of course she loves wrapping gifts! . . . especially at Christmas.

Linda
Petro
Wrap and
Pack,
Downtown



"My job here is to gift wrap the merchandise and prepare the package for shipment. To get the package ready for shipment, I must first pack it with shredded paper in a larger box, seal it and send it to the UPS area. I usually do about 60 to 70 boxes a day, but we really get busy at Christmas time. I also help out in the gift wrap department, where I deal directly with the customers. Christmas is a nice time of the year and it keeps me very busy!"



SIX YEARS OF GROWTH FOR HECU

The Higbee Credit Union is celebrating its sixth anniversary, taking pride in its phenomenal success story.

The success of HECU can be credited to its staff and volunteer representatives who through the past six years have seen assets grow from zero to nearly two million dollars.

While the work of the staff and volunteers is commendable, it would be negligent not to give a lot of credit to the membership whose support has made the program work.

As support has grown so have the services continued to grow. Starting with a very simple savings program in 1978 the organization now provides its members with a full range of financial services like auto loans, home mortgage loans, IRA's, Christmas Club and CD's, all in the best interest of its members.

Bob Spiegelberg has been HECU's Manager since its beginning, and has been the mainstay behind the growth in services. As the Credit Union grows other services will be explored and added to its program.

More than half of all Higbee associates belong to the Credit Union. Actually there is no reason that all associates shouldn't belong since it makes such good financial sense. The services at HECU generally cannot be matched by the commercial financial institutions. Which means of course that you get the best interest on savings and on loans.

For your benefit we are printing the list of all HECU representatives. If you're not a member of HECU talk to your store representative and find out how easy and beneficial it is to belong.

HECU — growing year after successful year . . . with interest!

HECU STORE REPRESENTATIVES

Westgate	Dolores McNally/
	Donna Houston
Westgate Home Store .	Jean Volbert
	Kay Wise/
	Virginia Yanochko
	Theresa Scott/
	Mary Wilczak
Parma	Audrey Van Cucha
Great Lakes	Maxine Tagliamonte
Belden Village	Betty Merriner
Randall Park	Medora Silimon/
	Veronica Hill
Euclid	Trudy Longano
Beachwood	
	Lucy Dizinno
Service Center	Diane Kovar/
	Sandy Davidson
Summit Mall	Carole Andrea

MAGIC KINGDOM CLUB

Higbee's is a member of the Walt Disney Magic Kingdom Club which offers members a large assortment of discounts. Each member receives a membership card plus a membership guide which explains all the great features of belonging to the Club.

Membership cards are free and are only available through the Employee Relations Office Downtown.

Discounts are now available at all Disney parks for both one day and multi-day "World Vacation" plans.

Employees who already have membership cardholders should note that the current cards have expired and new ones will be necessary if you intend to use them again. A reminder that discounts not only include the Disney attractions but also discounts at most National Car Rentals and Howard Johnson Motels throughout the country.

HIGBEE'S IS PLEASED TO BE A PART OF THIS PROGRAM AS AN ADDED EMPLOYEE BENEFIT.

Higbee Travel

presents

MISSISSIPPI RIVER HOLIDAY February 8-15, 1985

Travel with Higbee employees, their families and friends and save 20% or \$50.00 per day.

4 days of sightseeing and dining in New Orleans 4 days of Steamboatin' on the Mississippi Queen

Price includes air, transfers, hotel accommodations, dinner at Arnauds, sightseeing, brunch at Brennans, Mississippi passage, all meals and entertainment aboard the Mississippi Queen.

Escorted by Rita (Director of Bridal Registry) and Leo Hansen

From \$995.00 per person all inclusive

For brochure and information Call Sally at 579-3514



Reg. Ohio Travel Agency 0170

ON THE MOVE

Roman Barabach stepped up to Commission Sales in Department 3074 at Midway.

Damian Birkal joins us as Buyer of Departments 672 and 677.

Cathy Bokar stepped up to Manager of Department 1128 at Beachwood.

Brynette Briskey stepped up to Selling Supervisor of Department 2026 at Severance.

Duane Brogan stepped up to Housekeeping Manager at Summit Mall.

Brenda Burns stepped up to Security Manager at Beachwood.

Donna Bushi stepped up to Office Complex Clerical at Parma.

Ellen Cornell stepped up to Selling Supervisor of Department 1026 at Westgate.

Denise Dobay promoted to Manager of Department 8060 at Randall Park.

Anita Dozier stepped up to Selling Supervisor of Department 1220 at Summit.

Ollie Fulop stepped up to Selling Supervisor of Department 1062 at Westgate.

Teresa Karsnak stepped up to Manager of Department 1020 at Westgate.

Barbara Kilbane promoted to Buyer of Departments 119 and 120.

Joe Koran promoted to Manager of Men's Shoes at Great Lakes.

Mike Leparo promoted to Department Manager of 2002 and 2010 at Severance.

Bernice Massey stepped up to Cashier Supervisor at Parma.

Phil Matzelle promoted to Department Manager of 3061 at Midway.

Lois Miller stepped up to Associate Buyer of Departments 119 and 120.

Carolyn Perkins promoted to Manager of Departments 5040 and 5049 at Great Lakes.

Hiawatha Revels stepped up to Selling Supervisor of Department 2060 at Severance.

Liz Schrader stepped up to Selling Supervisor of Department 8022 at Randall Park.

Deirdie Scott promoted to Manager of Departments 5021 and 5033 at Great Lakes.

Linda Shivey stepped up to Selling Supervisor of Department 8048 at Randall Park.

Ellen Slee promoted to DSM - Division A at Beachwood.

Sandy Smith stepped up to Selling Supervisor of Hosiery at Midway.

Edie Solis stepped up to Selling Supervisor of Department 3049 at Midway.

Cathy Stepp stepped up to Selling Supervisor of Department 9045 at Euclid Square.



Roman Barabach



Brynette Briskey





Duane Brogan





Brenda Burns



Donna Bushi



Ellen Cornell



Denise Dobay



Anita Dozier



Ollie Fulop



Teresa Karsnak



Barbara Kilbane



Joe Koran



Mike Leparo



Bernice Massey



Phil Matzelle



Lois Miller



Carolyn Perkins



Hiawatha Revels



Liz Schrader



Deirdie Scott



Linda Shivey



Ellen Slee



Sandy Smith



Edie Solis



Cathy Stepp



Martha Stein



Tim Then



Charles Thomas



Cathy Urbanik



Clifford Wright



Carol Zook



Martha Stein promoted to Budget Controller at Severance.

Tim Then promoted to Area Manager of Nunn-Bush Shoes.

Charles Thomas promoted to Buyer of Departments 512, 527, 533 and 952.

Cathy Urbanik stepped up to Senior Selling Supervisor in Department 3022 at Midway.

Clifford Wright stepped up to Selling Supervisor of Department 8022 at Randall Park.

Carol Zook stepped up to Office Complex Manager at Great Lakes.

Great Results from Team Power at HSC

Team Power, the Service Center's productivity and employee involvement gainsharing program had a record breaking month in October. Performance is Central Processing improved 14% over the base year and considering the 1,265,134 pieces processed — that's quite a performance.

The Big Ticket group also had a fastastic improvement -13%. Our customers benefited not only from the 9,867 pieces of Big Ticket merchandise delivered, but also received prompt attention to any service problems.

Randall's Halle Berry is Miss Teen All American



Halle Berry, a contingent at Higbee's Randall Store, not only won Miss Teen Ohio — but has gone on to win Miss Teen All American, an honor to be envied by every teenager in the country.

At this time, Halle has left her job at to meet the demands of her reign such as TV appearances, personal appearances, etc.

It is an honor to have had such an outstanding associate at Higbee's and everyone wishes Halle continued success as she fulfills her new duties.

MILESTONES

ANNIVERSARIES

DOWNTOWN

5 Years: Gary Bush, Neil Christensen. Eveline Julian, Kenneth Martin and Shirley Peavy.

10 Years: Raymond Chapman, Gordan Slat and Sarah Tugard.

15 Years: Dolores Capistrano, Harry Fredrick, Rosemary Kosowatz and

Margie Troupe.

25 Years: Dolores Jones. 40 Years: Shirley Voight. 45 Years: Louise Werner.

WESTGATE

10 Years: Mildred Broadbent, Marie Kenzig, Catherine Lazelle and Artemus

20 Years: Betty Natt.

MIDWAY

10 Years: Debbie Hamilton.

SEVERANCE

5 Years: Hattie Dzeda and Carolyn Scott.

10 Years: Eileen Fitzimons and Nora Williams.

20 Years: Mary Ellen Morris. 25 Years: Alva Cuthbert.

PARMA

5 Years: Margaret Fuller. 10 Years: Marie Mieraw. 15 Years: Cecilia Gardner.

GREAT LAKES

5 Years: Debbie Priebe. 10 Years: Mary Greathouse. 15 Years: Hazel Cochran and Larry

Krielow.

BELDEN VILLAGE

5 Years: Tonya Crum, Cathy Racey, Nancy Robertson, Susan Simpson and Larry Weston.

10 Years: Helen Bobes and Betty Power.

SERVICE CENTER

5 Years: Rita Brown and Ludmilla Kubelik.

20 Years: James Kisner.

RETIREMENTS

Mary Duke (Downtown Better Coats) retires after 24 years of service.

Irene Proch (Post Office, Downtown) after 28 years of service. Irene is a member of the Quarter Century Club.

Florence Rychienski (Downtown Wrap and Pack Supervisor) retires after nearly 29 years of service. Florence is a member of the Quarter Century Club.

Ann Shutelock (Parma) after 13 years of service.

CERTIFICATE OF MERIT

DOWNTOWN - Debbie Sanders (Contingent), Twila Mitchell (Contingent), Vi Brunton (0010), Helen Urban (0010), Bernel Walker (Housekeeping), James Hoyle (Housekeeping), Boyd Roberts (Housekeeping), Darnell Green (Housekeeping), Ken Enos (Housekeeping), G. Shobert (387) and Wilma Williams (Cafeteria).

WESTGATE – Donna Johnston (1022), Jean Etzler (1022), Emanuel Lopez (1022), Lillian Nusbuam (1022), Tom Murray (1022), Robert Huston (1022), Michael Kodysz (1022), Michael Anthony (1022), Bleeka Davidson (1028) and David Kundtz (Housekeeping).

SEVERANCE CENTER - Fran Yablonsky (2040).

GREAT LAKES MALL - Marcia Schmidt (5024) and Sharon Harris (35-450).

BELDEN VILLAGE - Jim Fire (6047).

PARMA – Michael Brazis (Dock), Gary Jeziorski (Dock Manager) and Heather Timm (4045).

RANDALL PARK MALL - June Washko (8001), Linda Shirey (8048). Ruth Kelley (8028), Annette Brown (8006) and Marylin Trivisonno (8022). **EUCLID SQUARE** - Trudy Longano

(40-102).**BEACHWOOD** — Theresa DiTorio

(1136) and Helen Davis (Coats). **SUMMIT** – Marcella Gabriel (1228), Bruce Stein (80-301) and Jane McChesney (1202).

SERVICE CENTER – Home Service Office (80-802), Joseph Filicko (90-411), Andrew Lach (90-411), John McCarthy (90-411), Alberto Muniz (90-411), William Ware (90-411), Mathew Lindo (75-501), Ted Davison (35-401), Raymond Pacholski (35-401), Harold Spencer (90-411), Dennis Geller (90-411), David Hunt (90-411), Arthur Card (90-411), Al Williford (90-411), Dan McGuire (90-411), Charles Demsey (90-411), James Sullivan (90-411), Robert Theberge (90-411), Edward Zalewski (90-411), Robert Rothgery (80-802), Robert Lazar (75-107), Edward Grzybowski (90-411), Albert Popik (794), Steve Rosborough (90-411), James Brock (90-411), Ted Elesh (90-411), Jan Meyers (710), Dennis Rochford (794), Tim McGuire (35-401), Ted McClure (90-411), Jan Marchie (35-401), Jerry Ranahan (80-353), Suzanne Amrich (75-101). Ted Bielecki (90-411), George Klenotic (90-411), Pete Kribel (73), Dan Paul (90-411) and Mary Ellen Sefchik (90-101).

Good Customer Service Helps Prevent Shoplifting

Some of the best ways to prevent shoplifting are also ways of giving good customer service. One way is being aware of the people entering your selling area, acknowledging them with a smile and stating you will be with them in a moment. This will make customers feel welcome and shoplifters think twice. Help customers make their selection of merchandise. This will encourage customers to buy and

discourage potential shoplifters who just hang around, handling items, without attempting to purchase. Another way is having a thorough knowledge of the merchandise, keeping it well stocked and orderly. You will be more adept in servicing the customer and more alert to items that are missing. Be wary of customers who try to get you to leave the area or monopolize your attention. This only helps a shop-

lifter steal and prevents your assisting other customers. Know the characteristics and tools used by shoplifters. If you should suspect someone, call your security department. Don't take the matter into your own hands. A person who you suspect may be a potential shoplifter or a potential customer. By giving good customer service you can prevent a theft and encourage a sale.



HIGBEE'S NEWS & VIEWS



Published monthly for employees like Santa Claus — all Stores.

JOHN BOHN — Editor Tim DelPapa — Associate Editor Corporate Employee Relations Telephone 579-3222 Bulk Rate
U. S. POSTAGE
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Cleveland, Ohio Permit No. 161

THE HIGBEE COMPANY Cleveland, Ohio



Com'on up with us as we celebrate our FIFTEENTH ANNUAL EMPLOYEE SUMMER TOUR

"AMERICA BORDERS ON THE MAGNIFICENT"

Touring Ontario, Canada's beautiful northern regions. Departing July 27 for 9 glorious days of adventure.

From Sault St. Marie across Ontario to Ottawa — Canada's magnificent capital city . . . and a "bang up" surprise finale (and we mean that literally) that is befitting the celebration of our 15th anniversary tour.

This is a tour that will thrill you with spectacular scenery at every turn . . . and you know our great reputation for surprises all along the way.

\$525.00 (American) buys you your transportation, hotels, baggage handling, at least 13 meals plus all the surprise attractions that await you.

Make this the year you discover what hundreds of

your fellow employees have known for 15 years — that dollar for dollar value you can't beat our summer tour price.

We're America's most successful Department Store Travel Club, and it's no wonder 'cause we're a trip! Reservations open January 7 (price is based on double occupancy).

Tour brochure available — all locations.

We did our Christmas shopping early — and brought you Canada!

PHYSICAL INVENTORY DATES ANNOUNCED

Dates for the annual physical inventory are:

SUBURBAN STORES TUESDAY, JANUARY 15 4:30 P.M. to completion

DOWNTOWN STOREWEDNESDAY, JANUARY 16
6:30 A.M. to 12:00 NOON

Departments to be inventoried have been previously announced.

EMPLOYEES TERMINATED

For Security Violations

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REWARDS

HIGBEE'S EMPLOYEE ASSISTANCE PROGRAM

If you are experiencing a problem in your life, that problem can (and often does) lead to complications with your job.

Help with these problems is available for all associates through the Higbee EAP program.

EAP counseling is strictly CONFIDENTIAL

- · Alcohol/Drug abuse
- Emotional, family, legal problems EAP telephone - 579-3222